L'ORÉAL

OWN YOUR LOOK

Create an NFT

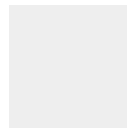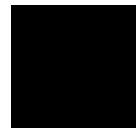*Your Face Here*

Title: Products >
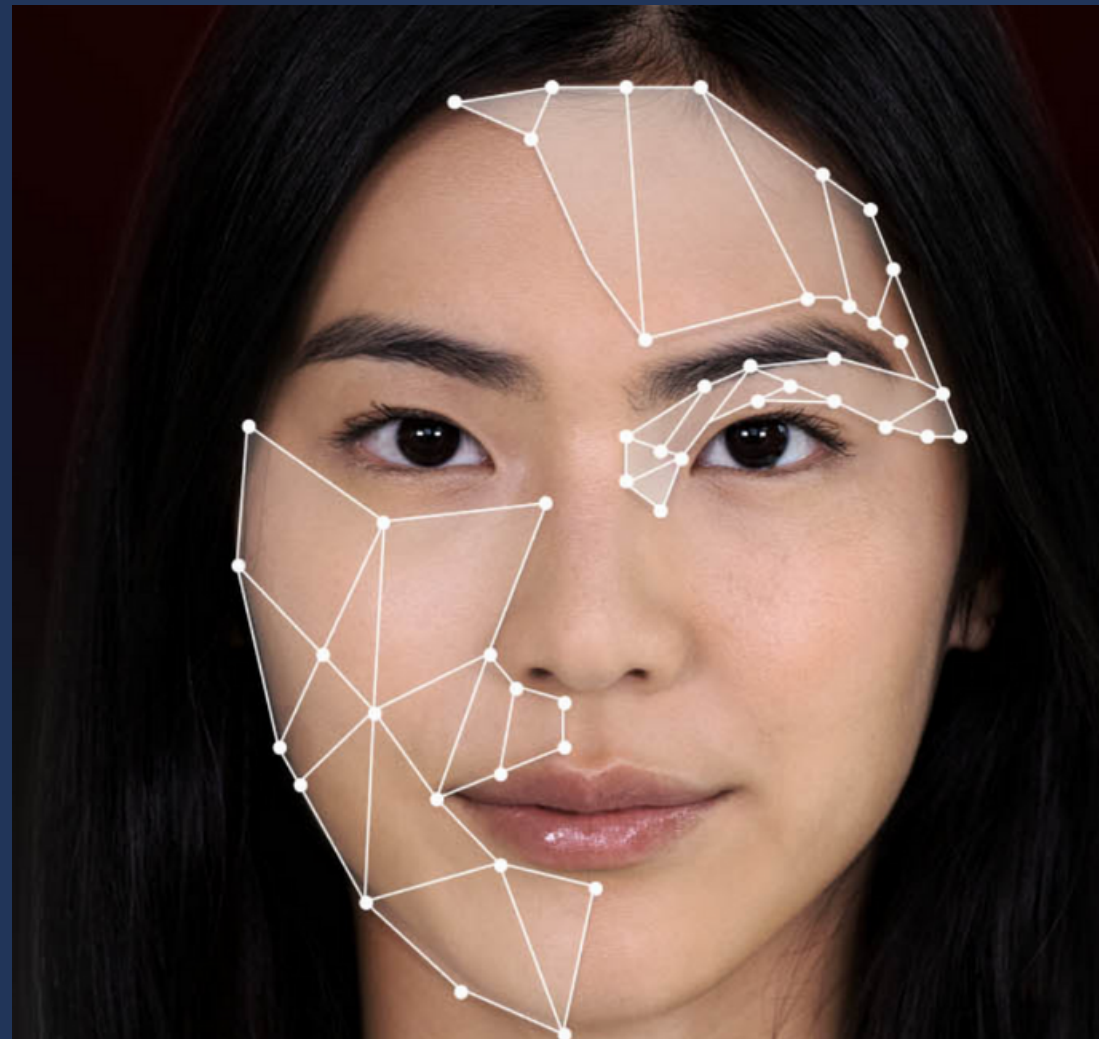
Select Background Color

Browse >

Black Slade
0.45 ETH

Born Pink
3.4 ETH

This Album
7.6 ETH

Black Slade

0.45 ETH

Details

By **SimoneLee7**
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Products
Powered by Modiface AI

SKIN POWDER BRONZER
🛍 Shop Now

LE GLOSS 105 PETAL
🛍 Shop Now

MASCARA BLACKEST BLACK
🛍 Shop Now

View NFT on OpenSea

TECHNOLOGICAL UTILIZATION

NON FUNGIBLE TOKENS

OpenSea Partnership
- Access code for claiming NFT on OpenSea

Launch
- Sponsor influencers to create and auction NFT looks
- Online promotional event with prizes for best looks in categories as voted by the people

Value
- Exclusive access to L'Oréal product list
- Tradable and holds value

ARTIFICIAL INTELLIGENCE

Training a Learning Model
- Step 1: Use existing internal or external databases with output labeling (*supervised model*)
- Step 2: Gather new data via user input during NFT creation (*reinforcement model*)

DEVELOPMENT OF EXISTING TECH

- Modiface AI technology
- ShadeFinder to customize products based on buyers' complexion

BIGGEST DECARBONISATION IN TECH

- Ethereum 2.0 cut carbon emissions by 99.99%. by change to a "proof of stake" system.
- Ethereum makes up 76% of NFTs and will be used by OWNIQUE.
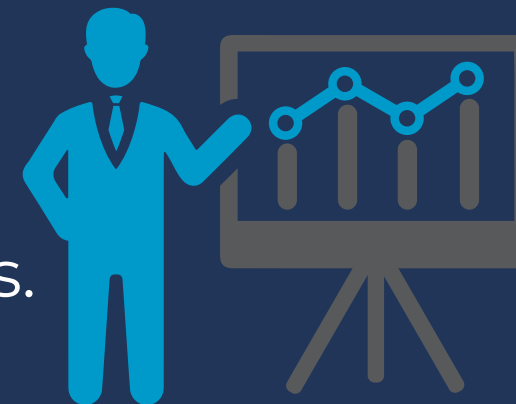- Using renewable energy for electricity generation.

KEY PERFORMANCE INDICATORS (KPIs)

- Number of NFTs being made and bought/sold everyday.
- Amount of L'Oréal products sold based on AI predictions of NFT looks.

OWNIQUE

CELEBRATES INCLUSIVITY AND DIVERSITY

- Platform to express identity and inspire others to do the same by collectable NFTs. Own on your uniqueness and diversity
- Product recommendations by L'Oréal based on skin type and complexion.

GROWTH POTENTIAL

- Loyal fans get bragging rights for exclusive ownership.
- Opportunity for L'Oréal to innovate products based on popular NFTs makeup styles.
- Global customer base featuring different niches of NFT releases for customer segments